



FAST FACTS

100-room

hotel renovation

6-month

timeframe

Florida Hotel Redesign

FF&E Hospitality Solutions for a 100-Room Hotel

CHALLENGE

OTO Development, part of The Johnson Group, is a private company that develops, owns, and operates upscale select-service hotels throughout the continental United States. OTO recently completed the conversion of a beachfront property in the Florida Panhandle to give it a fresh look and feel, as well as a new brand identity, to better appeal to today's guests. The hotel features 100 guest rooms, a business center, a fitness center, a market, and an on-site restaurant and bar.

As part of the down-to-the-studs renovation, this project required new furnishings to align with the brand's design-driven interior landscape. OTO Development sought a reliable partner with the resources to handle its furniture, fixtures, and equipment (FF&E) needs on a large scale.

SOLUTION

Operating for over 100 years, Suddath® was the ideal choice for OTO Development. Because Suddath is known for providing comprehensive furniture asset management for leading brands nationwide, Suddath earned the contract to manage FF&E warehousing, transportation, and



RESULTS

Greater visibility and control over FF&E inventory through WMS technology

Secure storage of FF&E and transportation services conveniently delivering assets directly to project site

Furnishings and décor unpacked, assembled, and installed seamlessly to transform spaces

KEY SERVICES

FF&E project management

Warehouse asset management

Office furniture installation

installation for the hotel conversion. With Suddath managing multiple services, OTO Development benefited from consistency across all aspects of the project, effective communication, and quality management that helped avoid hiccups and delays. Suddath's hospitality experts worked with OTO Development to design a custom plan that seamlessly integrated with the project's renovation timeline.

By storing FF&E in a Suddath-owned warehouse, OTO Development reduced costs and benefitted from enhanced tracking of inbound inventory through innovative warehouse management software, Körber. It provided visibility and control over inventory at every touchpoint, with real-time updates and transparency at every stage of the project.

Experts in managing hospitality and FF&E needs, with thousands of projects under our belt, our team understands the importance of on-time delivery and installation. We also understand that projects often have delays outside of our customer's control, and our ability to scale up and down to meet the construction delays of this projects helped ensure all FF&E was delivered, installed and properly functioning for opening day.

"The Suddath team worked tirelessly to help us achieve our warehousing and installation objectives, helping from start to finish to ensure we meet all critical timelines on every project. We appreciate the expertise they provide, especially when it comes to efficient, cost-effective practices."

- Crystal Harbst, OTO Development

